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# BCU WEALTH ADVISORS, LLC HONORED AT KEHRER GROUP'S 2025 TOP DIRECTORS AWARDS

**CHICAGO** – December 22, 2025 – BCU Wealth Advisors, LLC is proud to announce that Kristi Mertens, CFP®, Managing Director of BCU Wealth Advisors, has been ranked #4 in the nation in the Women-Led Firms category by the Kehr Group's Top Director Awards. This annual recognition honors executives who lead investment services programs within banks and credit unions and have demonstrated exceptional leadership and results.

"This recognition is a true honor and a reflection of the incredible work our team does every day," said Mertens. "At BCU Wealth Advisors, we are committed to delivering innovative strategies and exceptional service to help our clients pursue their financial goals."



The Kehr Group's Top Director Awards celebrate leaders who exemplify excellence in program management, growth, and member impact. Mertens' achievement underscores her dedication to driving results and fostering a culture of innovation within BCU Wealth Advisors.

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The 2025 Kehr Group Top Directors Award was based on the annual period ending 12/31/2024. The recognition considered 16 quantitative criteria related to financial institutions' investment services programs, including investment assets, revenue, and household penetration. Data sources included annual benchmarking surveys, self-nominations, and nominations by third party broker-dealers. Out of 206 nominations, 35 nominees were selected. The advisor did not provide any direct or indirect compensation in return for consideration for the award. For more information regarding the award, visit <https://kehrergroup.com/top-directors-awards/>. BCU Wealth Advisors and LPL Financial are not affiliated with The Kehr Group.

**About BCU:** BCU is a not-for-profit, member-owned credit union that is fiercely dedicated to Empowering People To Discover Financial Freedom. With over \$6B in assets, BCU is committed to providing a fast, easy, and secure banking experience along with extraordinary service to more than 360,000 members. The BCU field of membership includes employees of Fortune 100 companies and membership-driven organizations across the US and Puerto Rico, plus their extended families. Membership is also open to individuals who live or work in Northern Illinois, Southern Wisconsin, and Puerto Rico, as well as subscribers of BCU's wholly owned Credit Union Service Organization (CUSO), Life. Money. You.®. All BCU members enjoy lifetime access to financial services and well-being programs that inspire confidence through the brand promise "Here Today For Your Tomorrow."

To learn more about how we can help you realize your financial dreams, visit [BCU.org](https://bcu.org). For media inquiries, visit [BCU.org/About-Us/Media-Relations](https://bcu.org/About-Us/Media-Relations).

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